SOUND PROFITS

Harnessing Audio's priming effect to amplify results from Search & Social

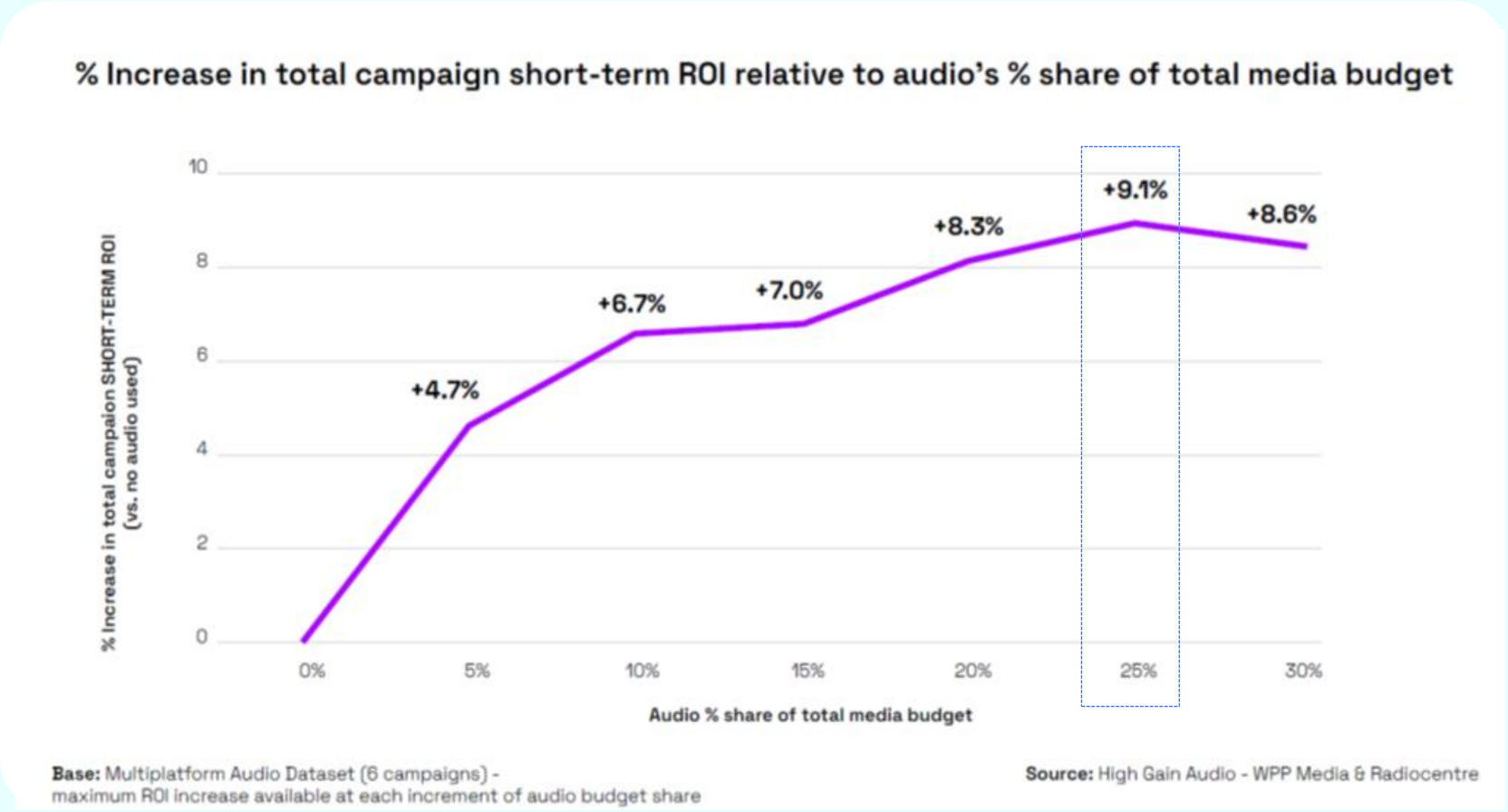
Donna Burns
Head of Insight
Radiocentre

radiocentre

Background and Objectives

radiocentre

Increasing Audio's share of total media budget amplifies total campaign ROI

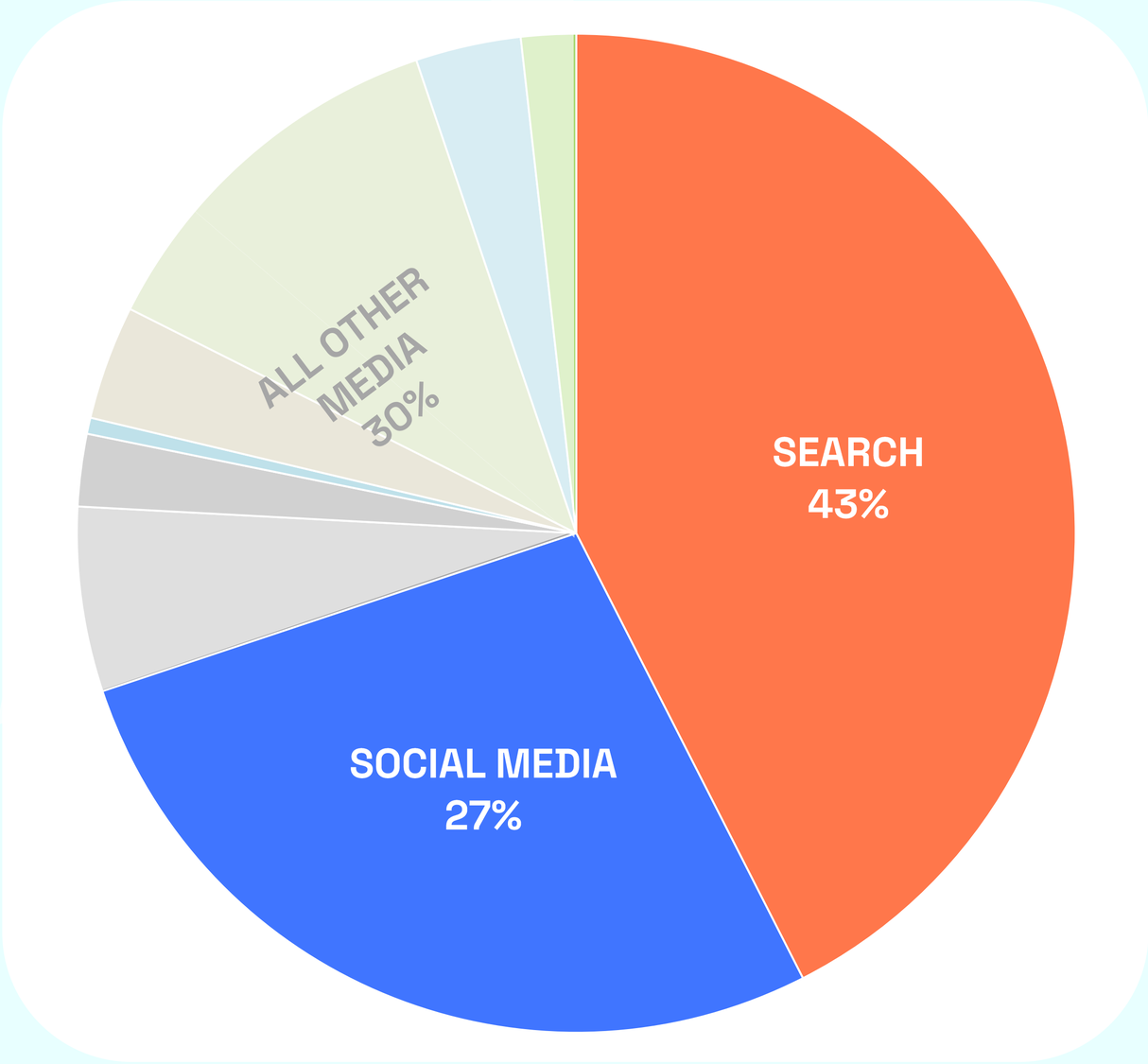


Base: Multiplatform Audio Dataset (6 campaigns) - maximum ROI increase available at each increment of audio budget share

Source: High Gain Audio - WPP Media & Radiocentre

radiocentre

Search and Social account for 70% of UK ad spend



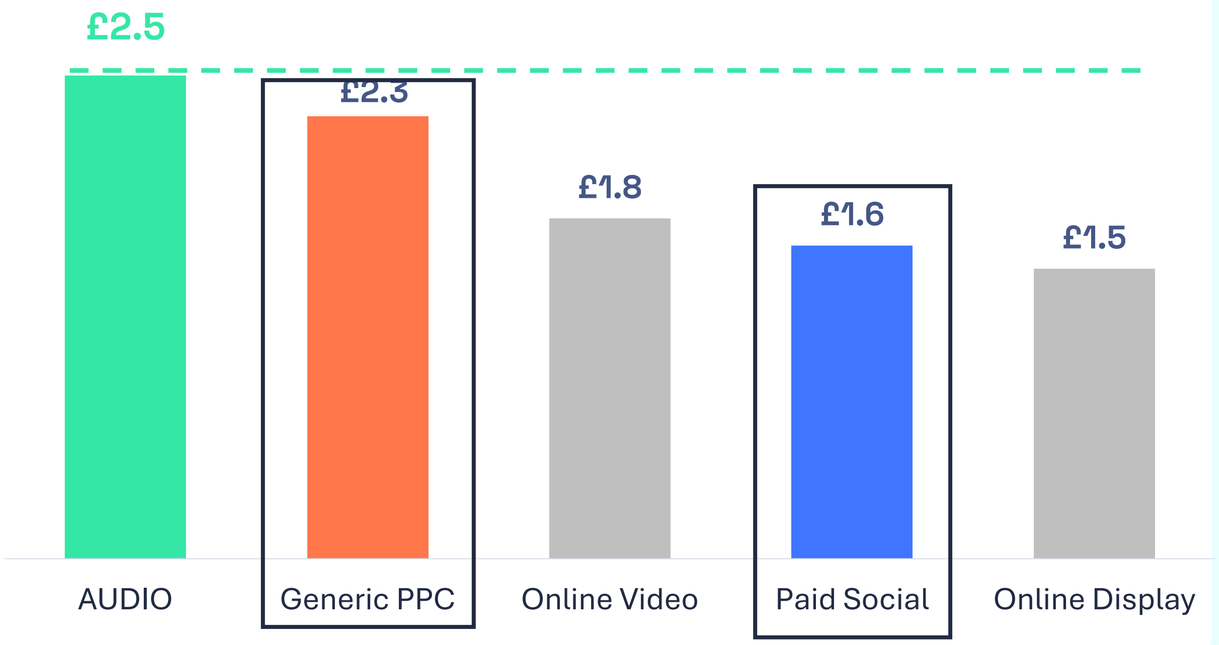
radiocentre

Source: WARC/AA expenditure analysis (full year 2025)

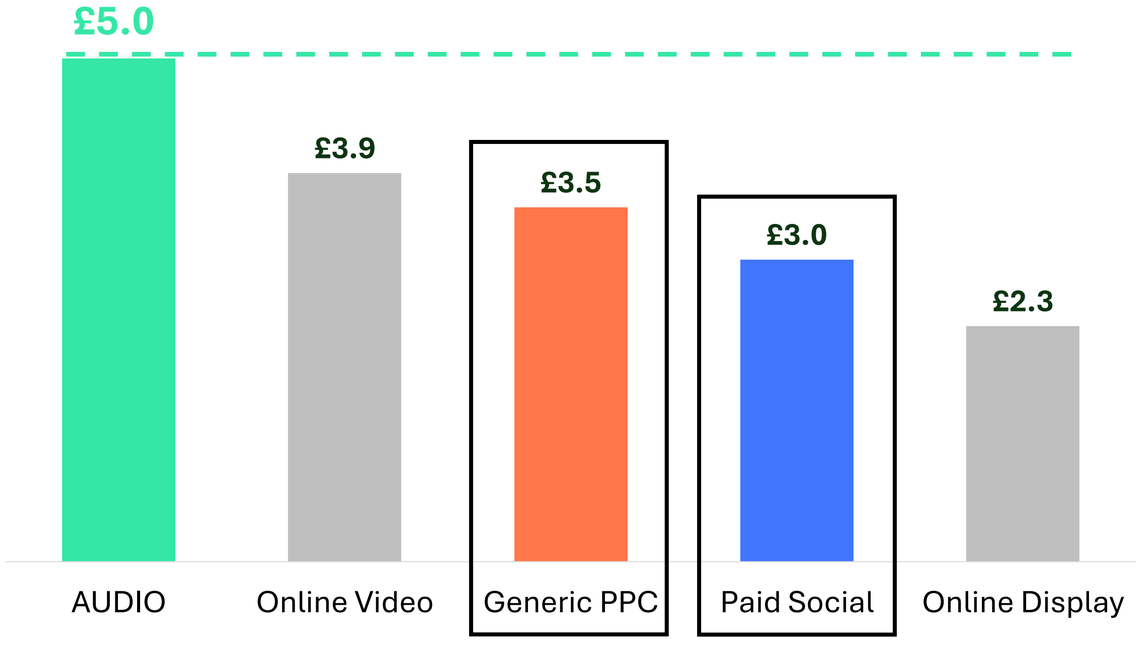
NB – Search excludes *Retail Search* spend

Audio Profit ROI outperforms pureplay digital channels

SHORT-TERM Profit ROI



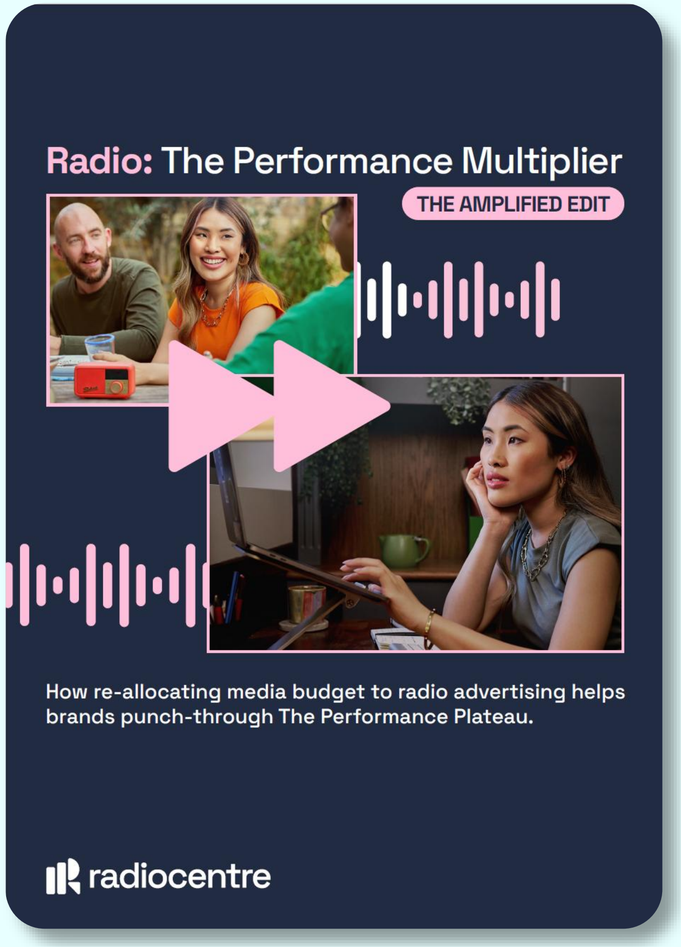
LONG-TERM Profit ROI



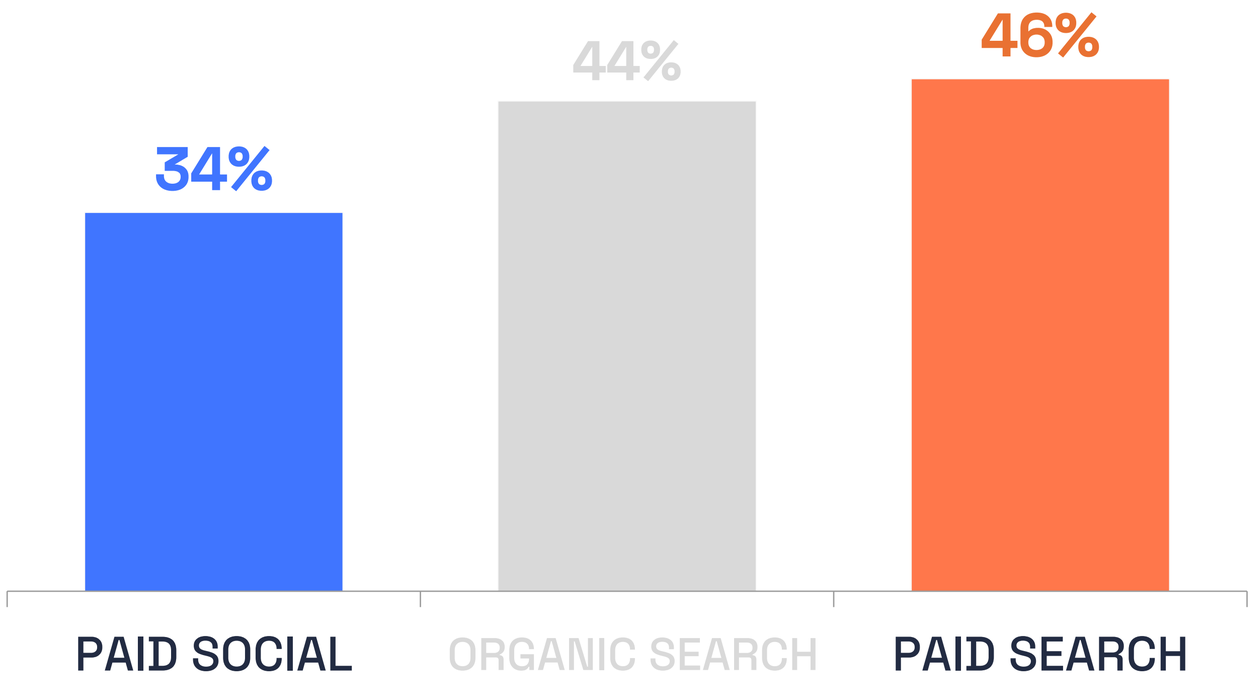
radiocentre

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Radio boosts the performance of pureplay digital channels



Proportion of ADDITIONAL web sessions over baseline attributed to Radio



radiocentre

Source: Radio: The Performance Multiplier: Colourtext
Base: Average calculated from the outputs of the models of the applicable campaigns

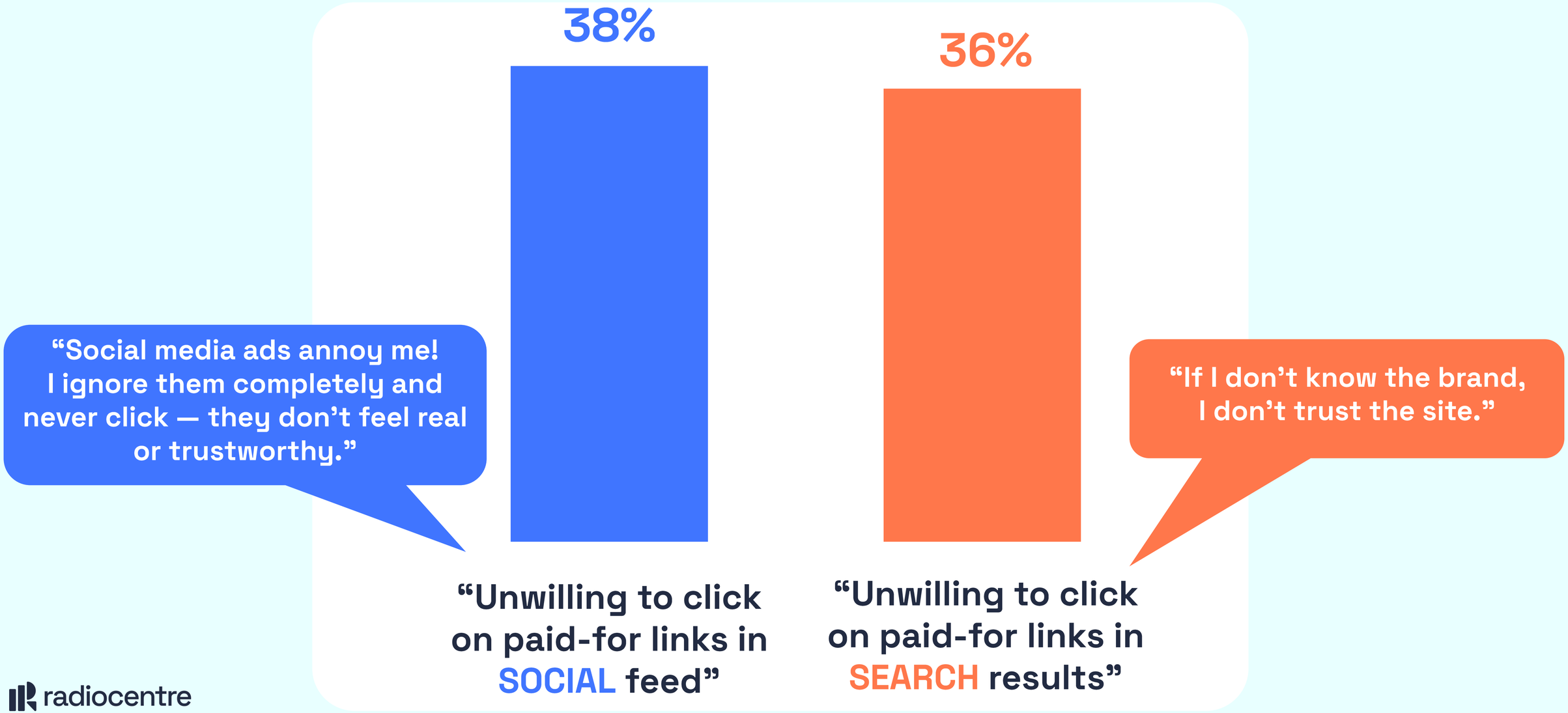
Understanding interaction effects: Audio+Search : Audio+Paid Social

Survey of 6,000 UK adults, consumers/users of:

- Commercial Radio and Podcasts
- Online Search
- Social Media

radiocentre

The challenge for advertisers: Consumers exercise caution before clicking



radiocentre

Q8 To what extent are you willing to ever do each of the following? Base – All respondents (6000)

The antidote:
FAMILIARITY breeds confidence to click

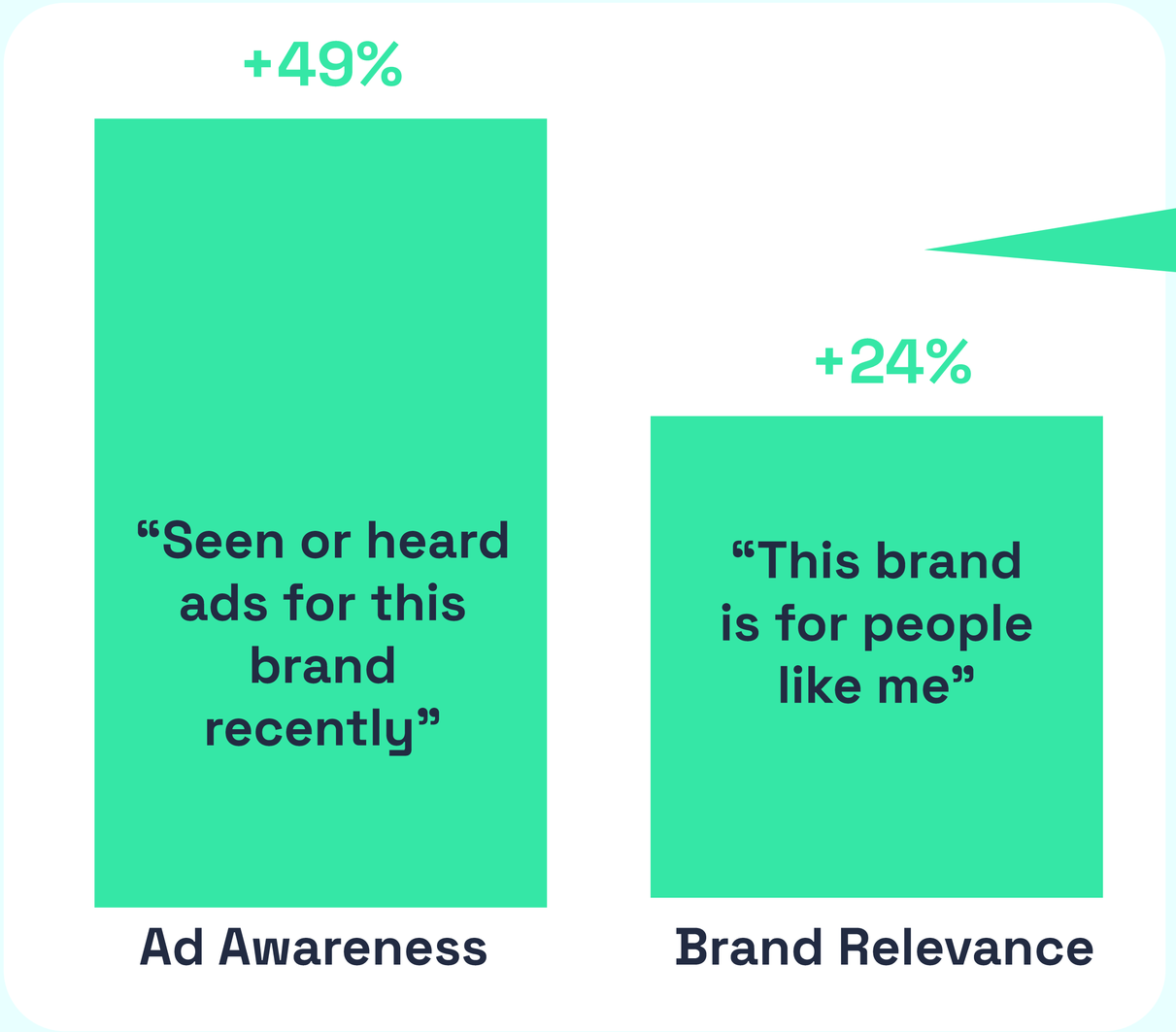
6 IN 10 AGREE

"I'm more likely to click on paid-for links or social ads for brands I'm familiar with"

radiocentre

Base – All respondents (6000)
Q10 To what extent do you agree or disagree with the following statements?

Audio plays a crucial role in building FAMILIARITY



“Hearing the brand mentioned often on the radio gives you the confidence to click the link or ad knowing it’s not a scam or poor-quality brand.”

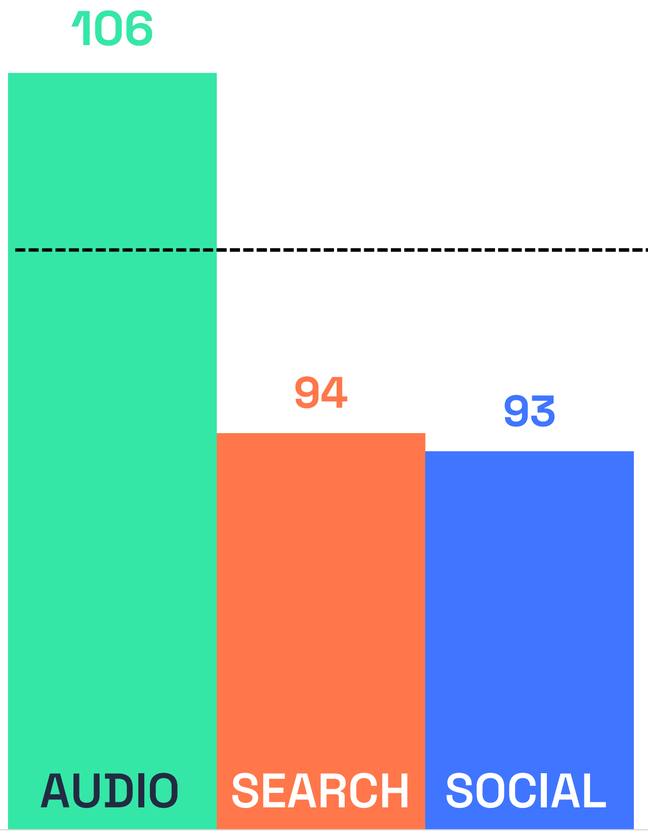
radiocentre

Source- Radiocentre/ Big Audio Datamine. Meta-analysis of over 1,000 commercial radio campaigns measured on Radiogauge.

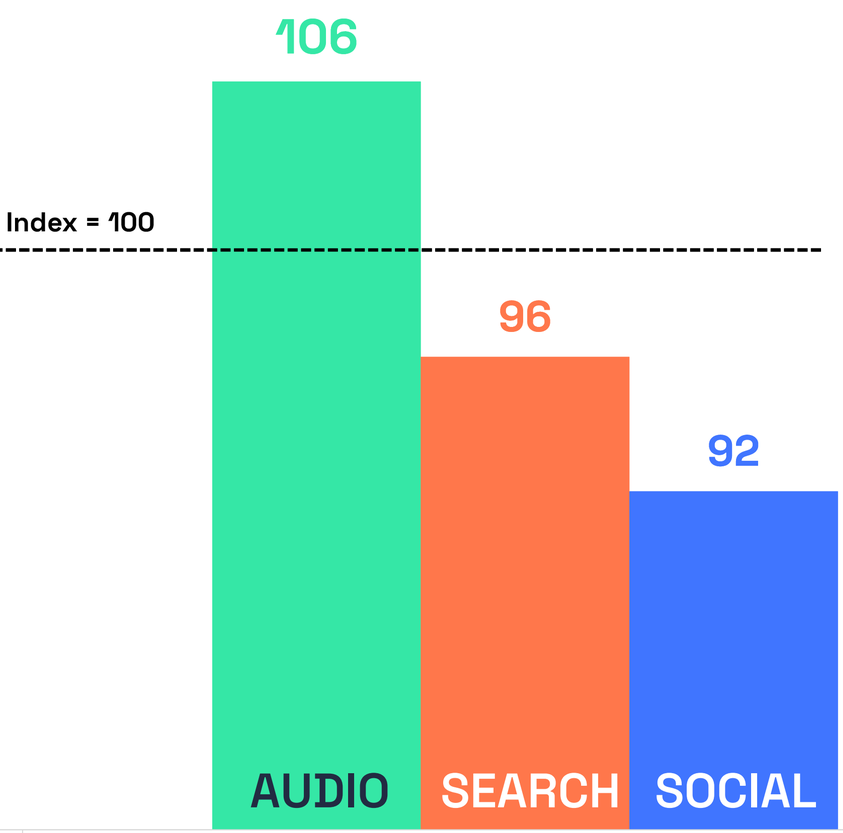
The TRUSTED Audio context lends CREDIBILITY to brands

All agreeing by medium (indexed vs. avg across three media = 100)

"...The radio station is reputable, so I trust they did their checks to ensure the company is one of integrity - so I would buy it."



Brands gain CREDIBILITY from ads in this medium



I tend to TRUST brands with ads in this medium

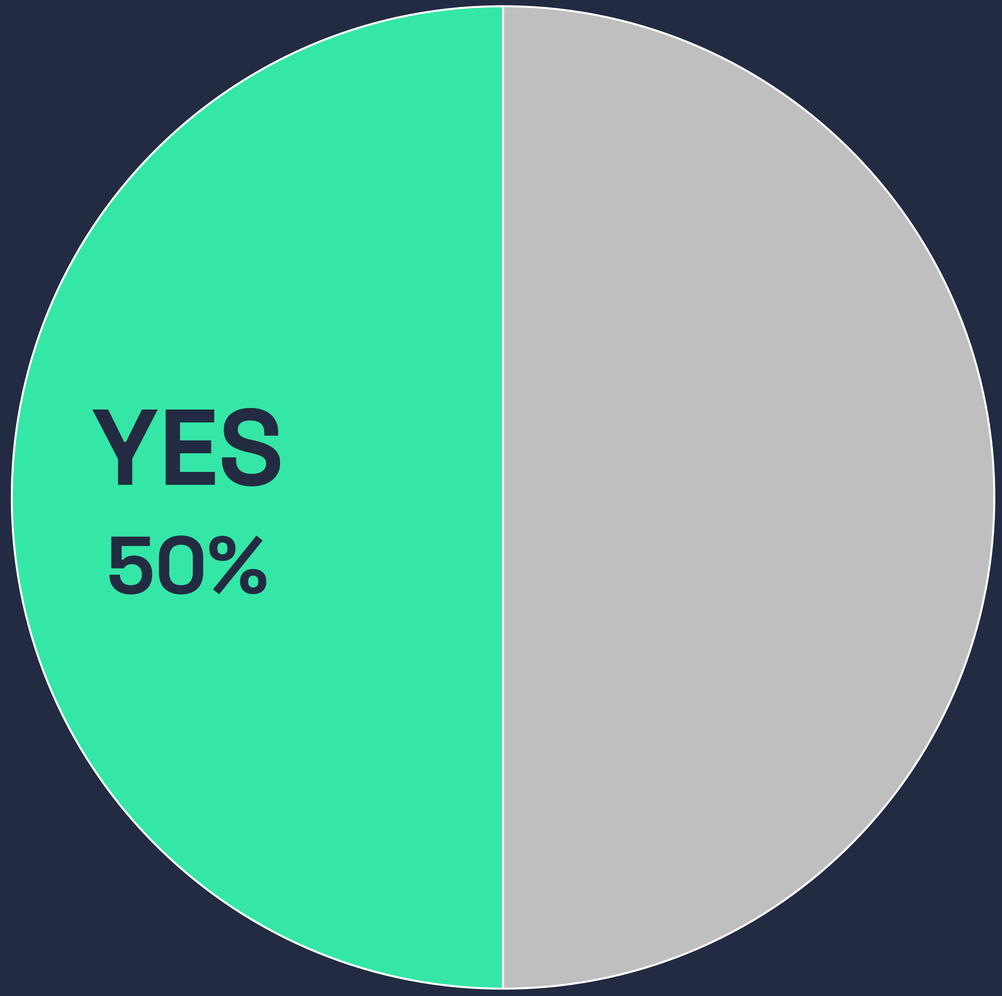
Index = 100

radiocentre

Base – All respondents.
Q4 To what extent do you agree or disagree with each of the following statements about ads on the radio/ads in podcasts/paid -for links in your search results/paid-for ads in your social media feed

AUDIO drives FAMILIARITY + TRUST = ACTION

“I’m more likely to click on Social Media ads or paid-for links in Search results for brands I’ve heard advertised on radio/in podcasts”



radiocentre

Base – All respondents (6000)
Q10 To what extent do you agree or disagree with the following statements

SOUND PROFITS: The Context

1.

Audio advertising effectiveness in the context of Search & Social

2.

The effectiveness challenge for Search & Social ads

.....

CONSUMER CAUTION

3.

Audio advertising plays a crucial role in building familiarity and credibility for brands

Hypothesis

Advertisers can enhance profit returns from their media investment by reallocating a proportion of their PPC & Paid Social budgets to Audio

Objective

Quantify the impact on Profit ROI of shifting budget into Audio

1. from Generic PPC
2. from Paid Social

(both short-term and long-term)

radiocentre

Methodology & Findings

radiocentre

Profit Ability 2 dataset - share of spend by medium

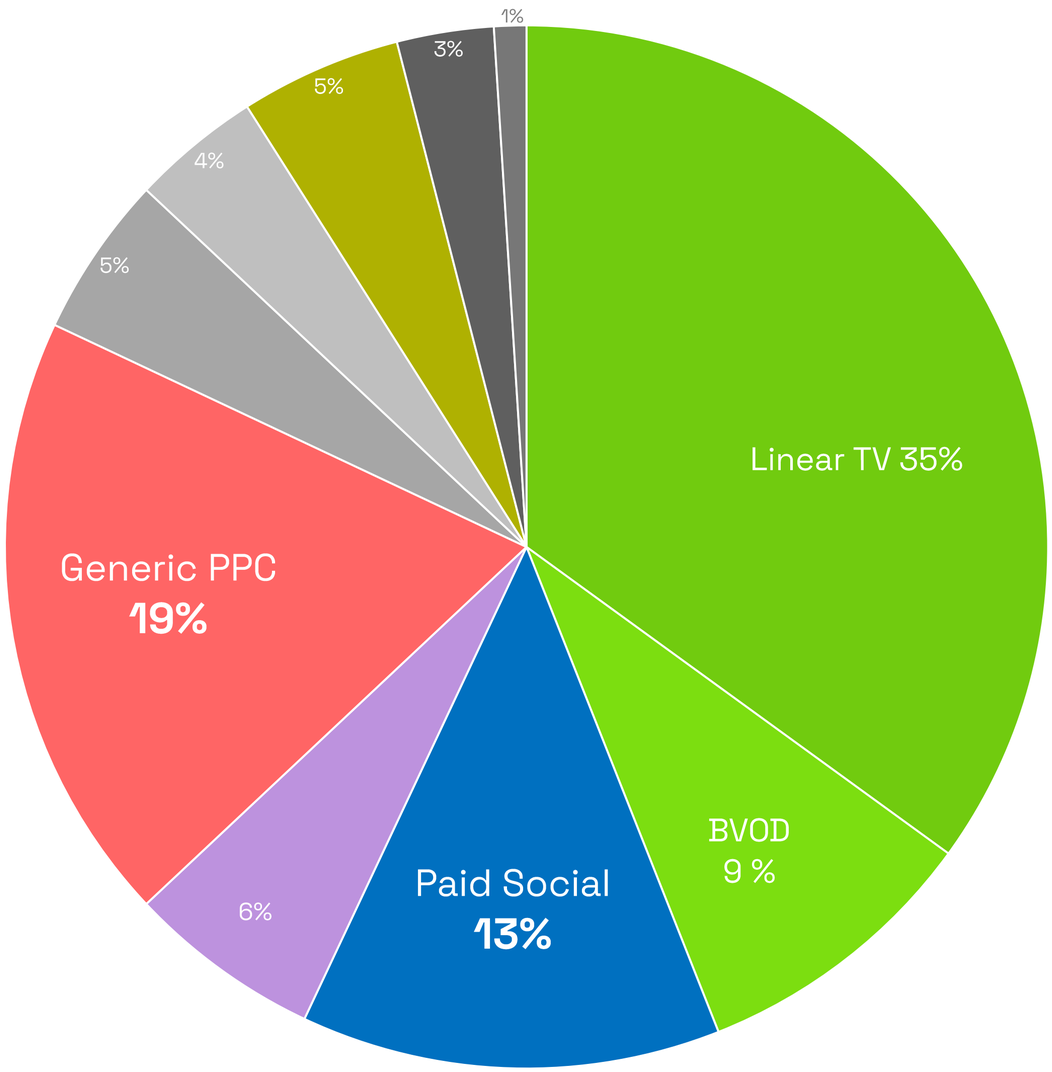
141 Brands

14 Sectors

£1.8bn media spend analysed

10 media channels

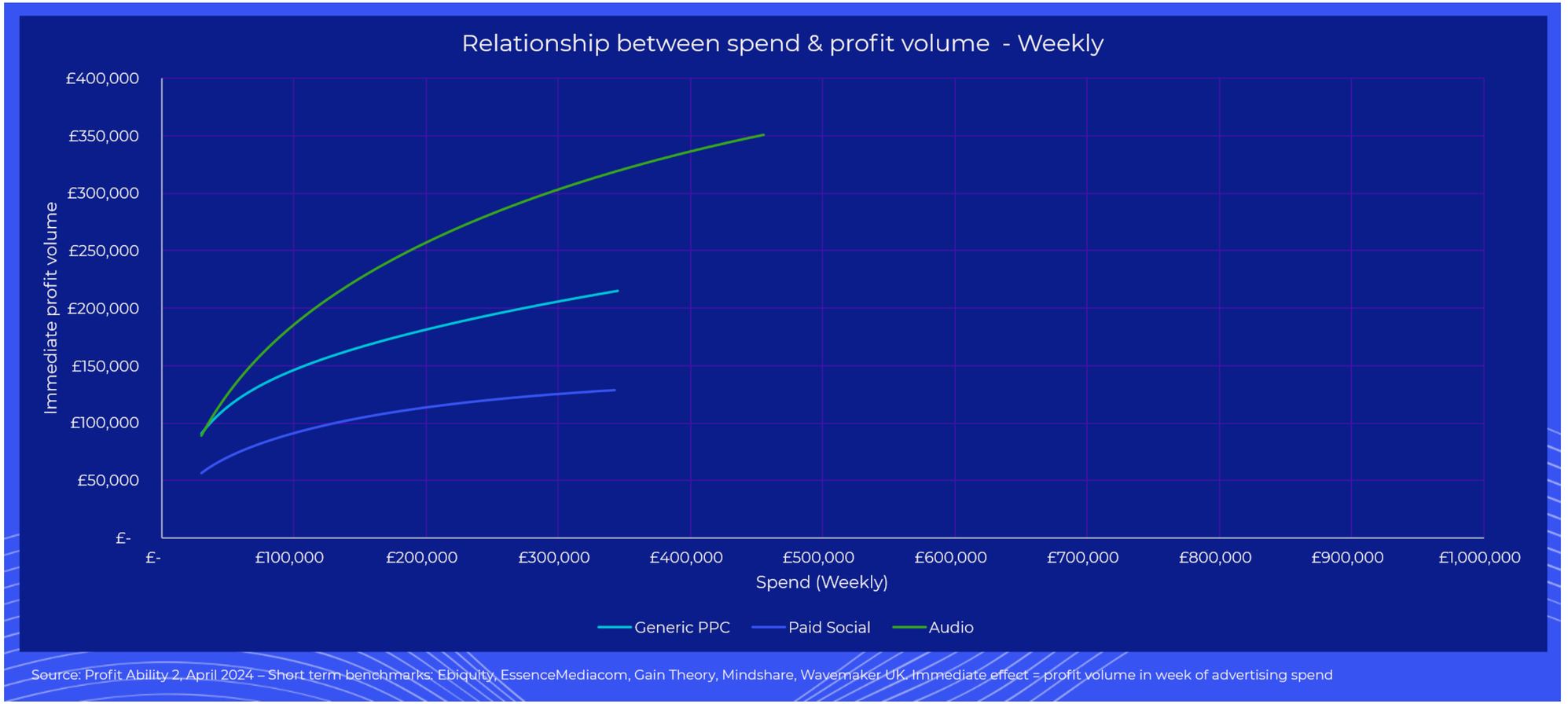
5 agencies



Source: Profit Ability 2 –Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK (*NB - Paid Social excludes Influencers)

WPP Media

The analysis



SHORT-TERM
(up to 13 weeks)

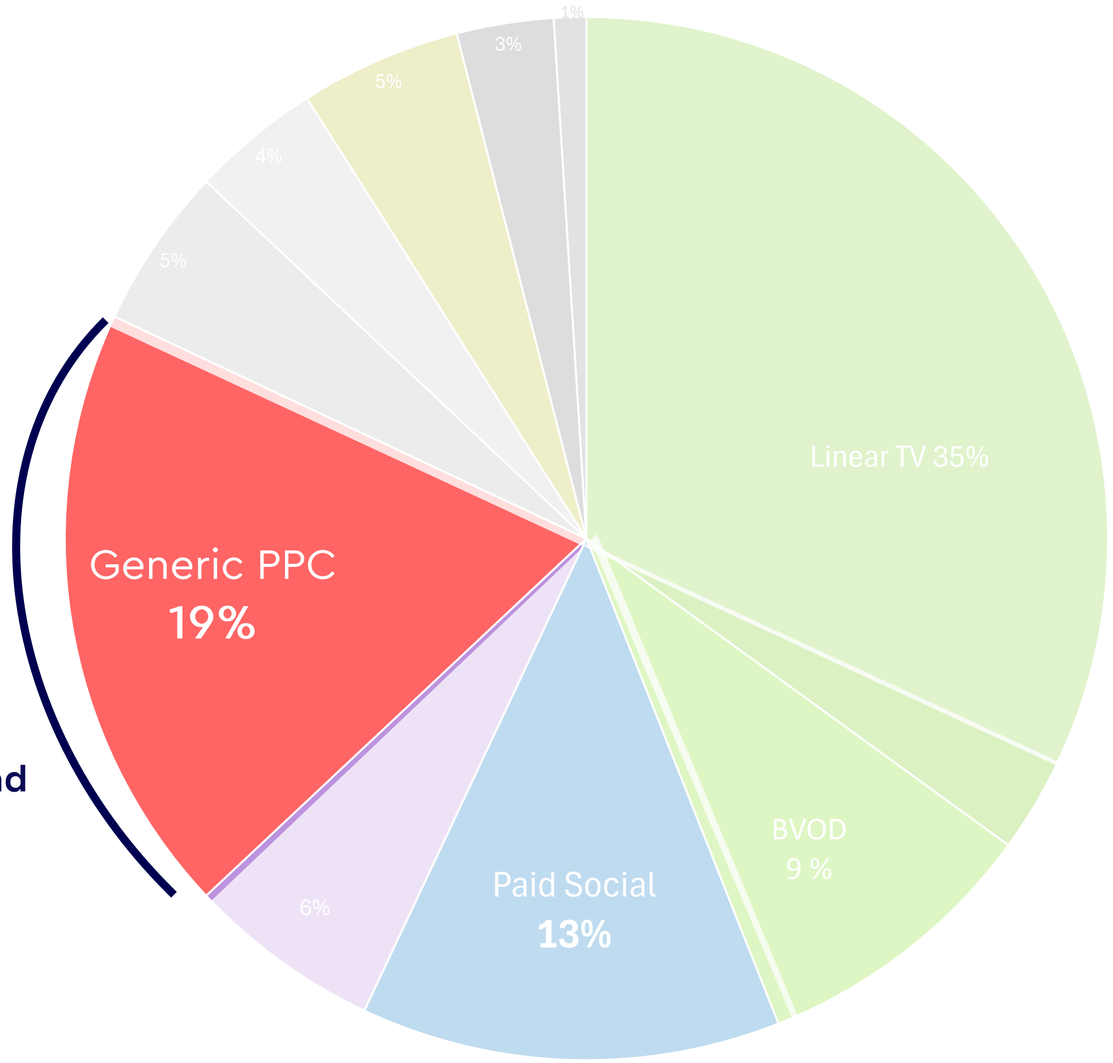
LONG-TERM/Sustained Payback
(week 14 up to 2 years)

FULL-TERM

WPP Media

1. Generic PPC→Audio budget reallocation analysis

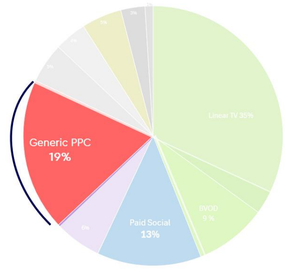
Our PPC/Audio ROI analysis focuses exclusively on the profit advantage that can be leveraged by reallocating PPC budget to Audio within this 19% segment of total spend

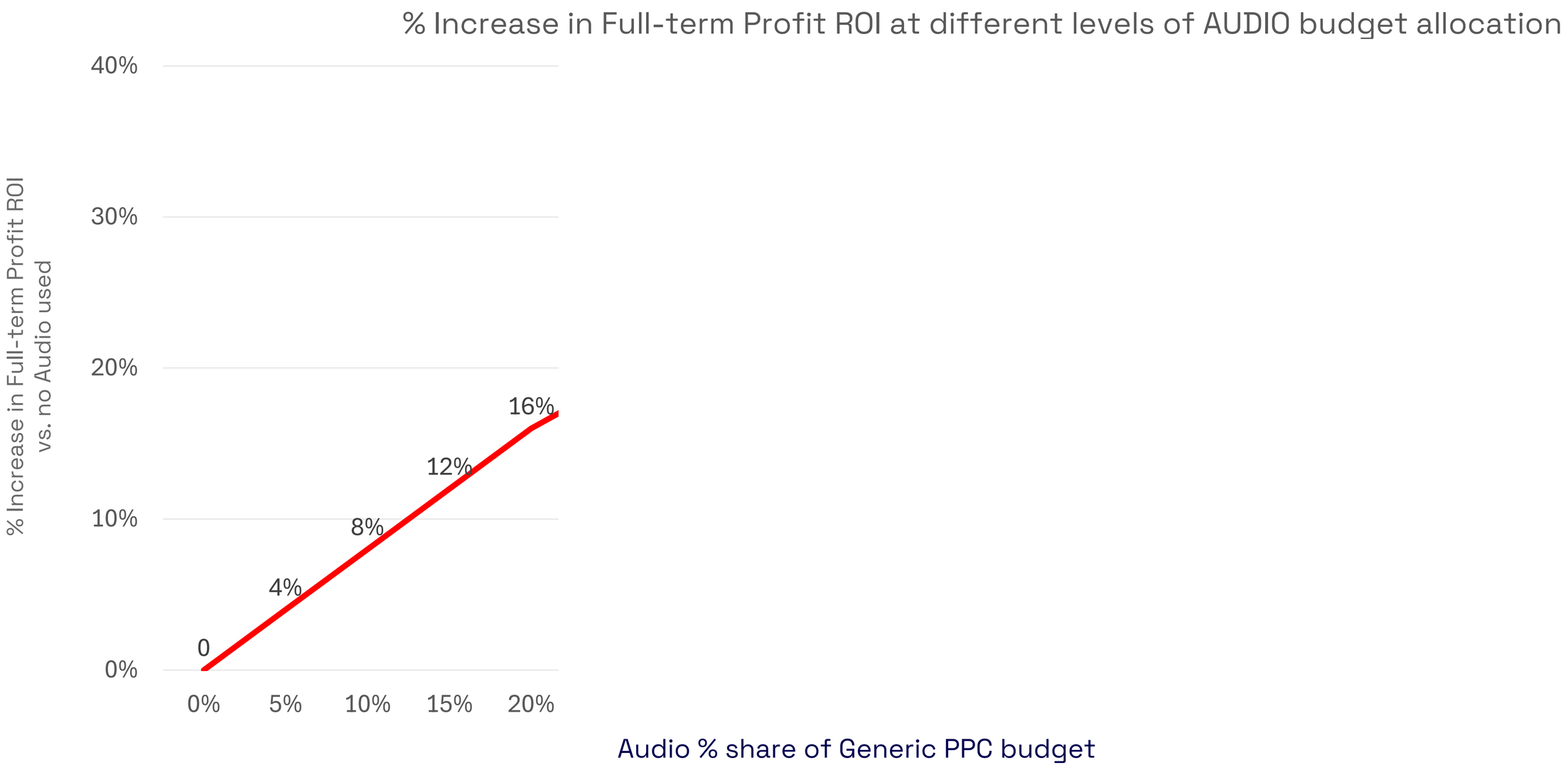


Source: Profit Ability 2 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

WPP Media

Full-term Profit ROI initially increases +4% for every 5% of Generic PPC budget allocated to Audio

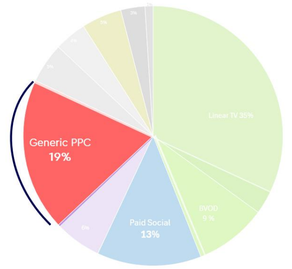


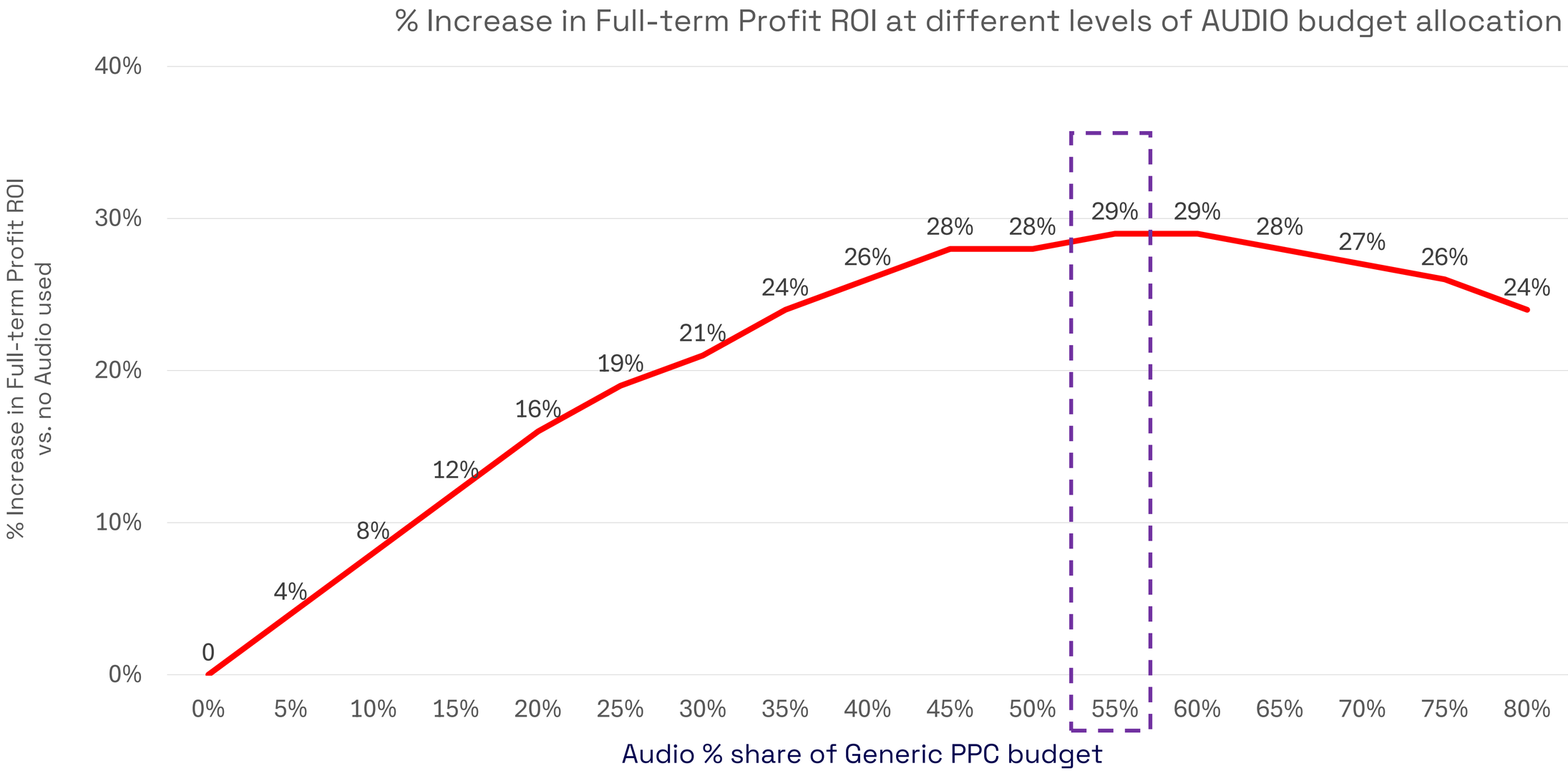


WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Full-term Profit ROI is maximised when Audio receives 55% of Generic PPC budget

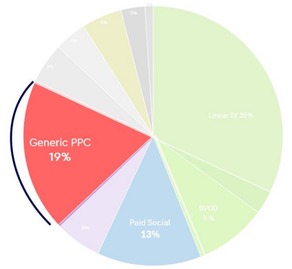


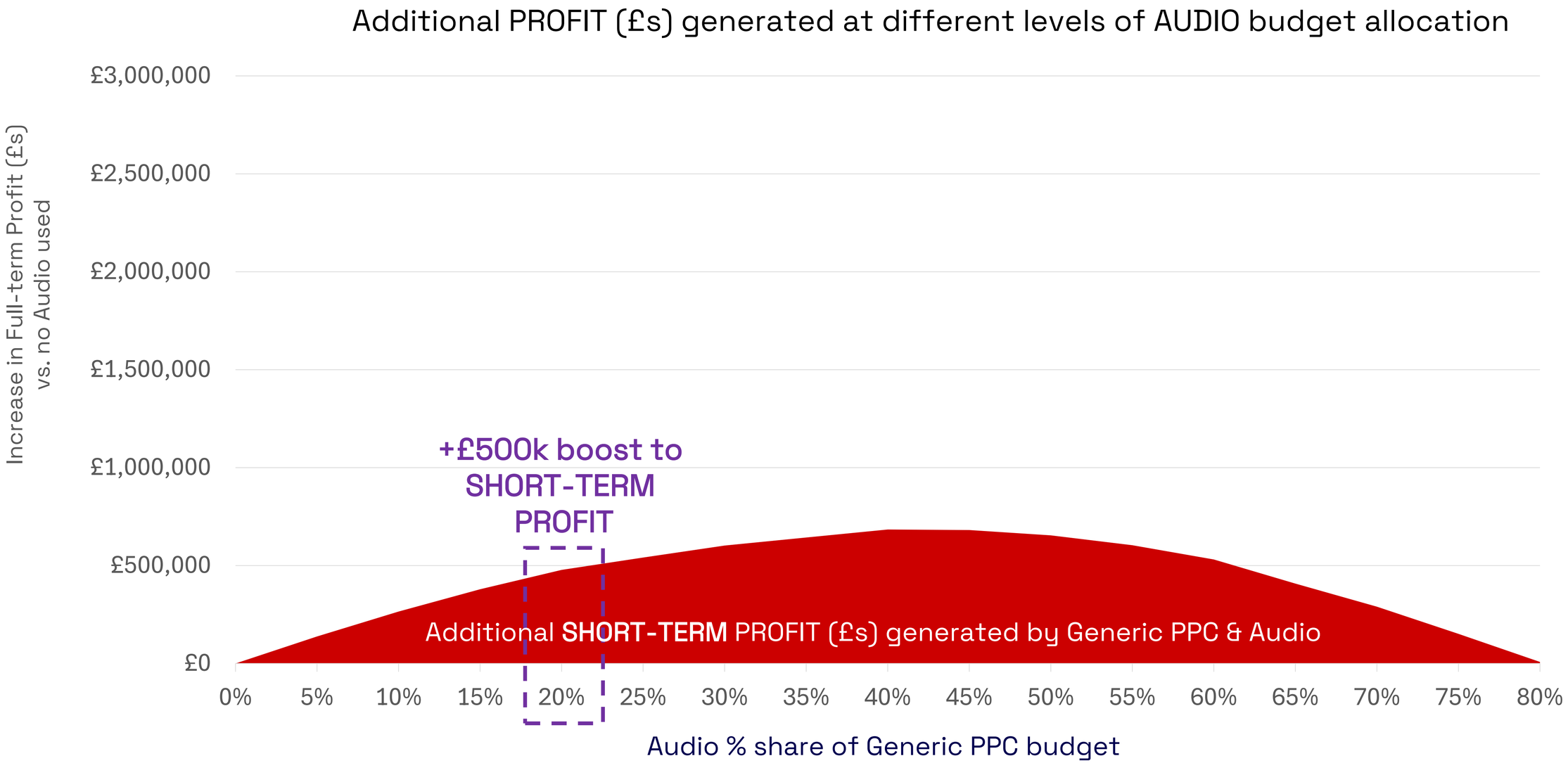


WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Increasing Audio's share of Generic PPC budget amplifies SHORT-TERM PROFIT (£s)

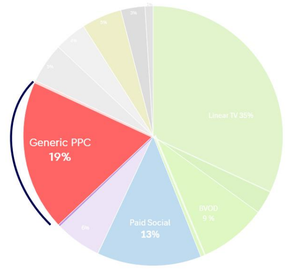




WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Increasing Audio's share of Generic PPC budget amplifies SHORT-TERM *and* LONG-TERM PROFIT (£s)



Additional PROFIT (£s) generated at different levels of AUDIO budget allocation

Increase in Full-term Profit (£s) vs. no Audio used

£3,000,000
£2,500,000
£2,000,000
£1,500,000
£1,000,000
£500,000
£0

+£1m boost to FULL-TERM PROFIT

Additional **LONG-TERM** PROFIT (£s) generated by Generic PPC & Audio

Additional **SHORT-TERM** PROFIT (£s) generated by Generic PPC & Audio

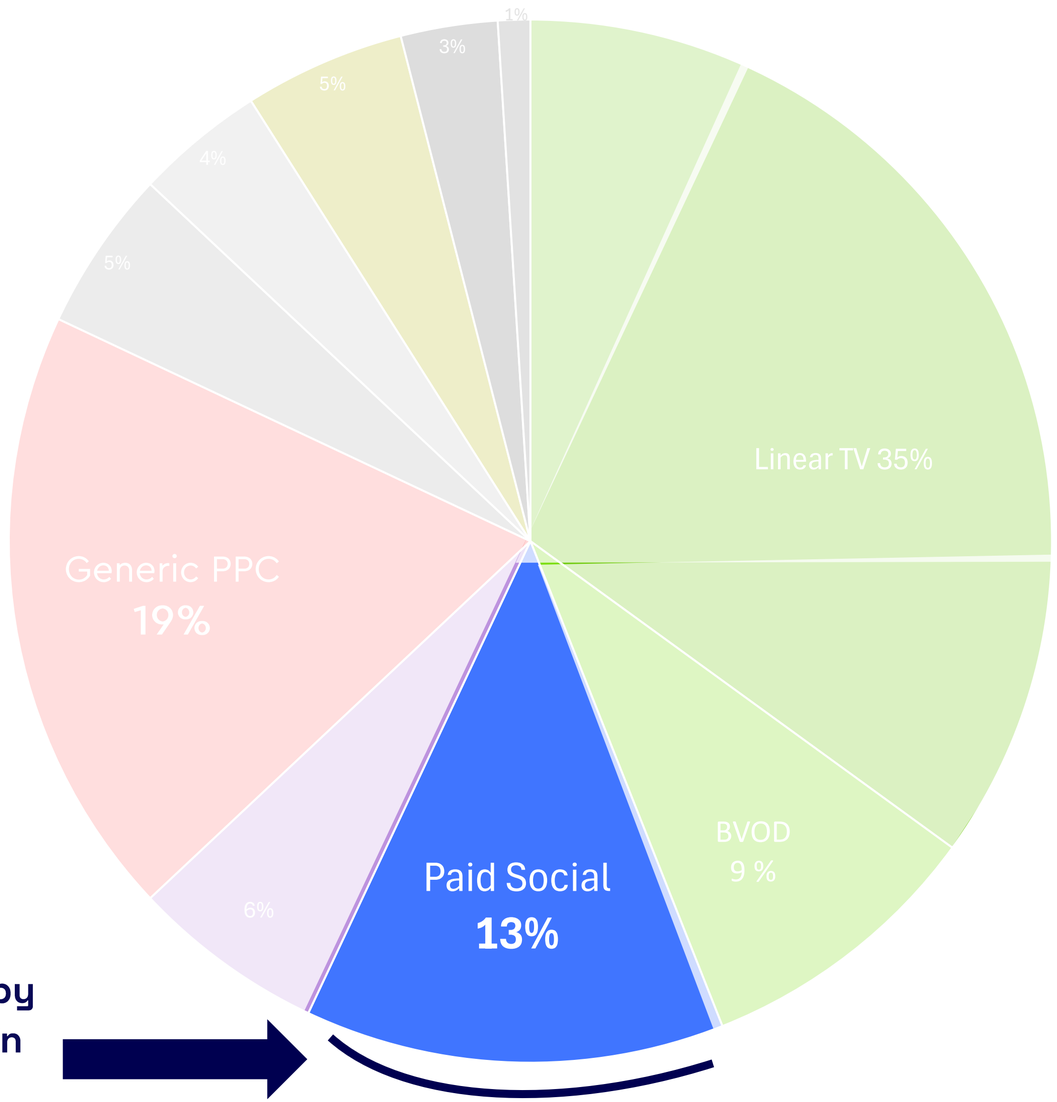
0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80%

Audio % share of Generic PPC budget

WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

2. Paid Social→Audio budget reallocation analysis

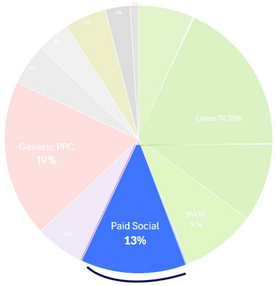


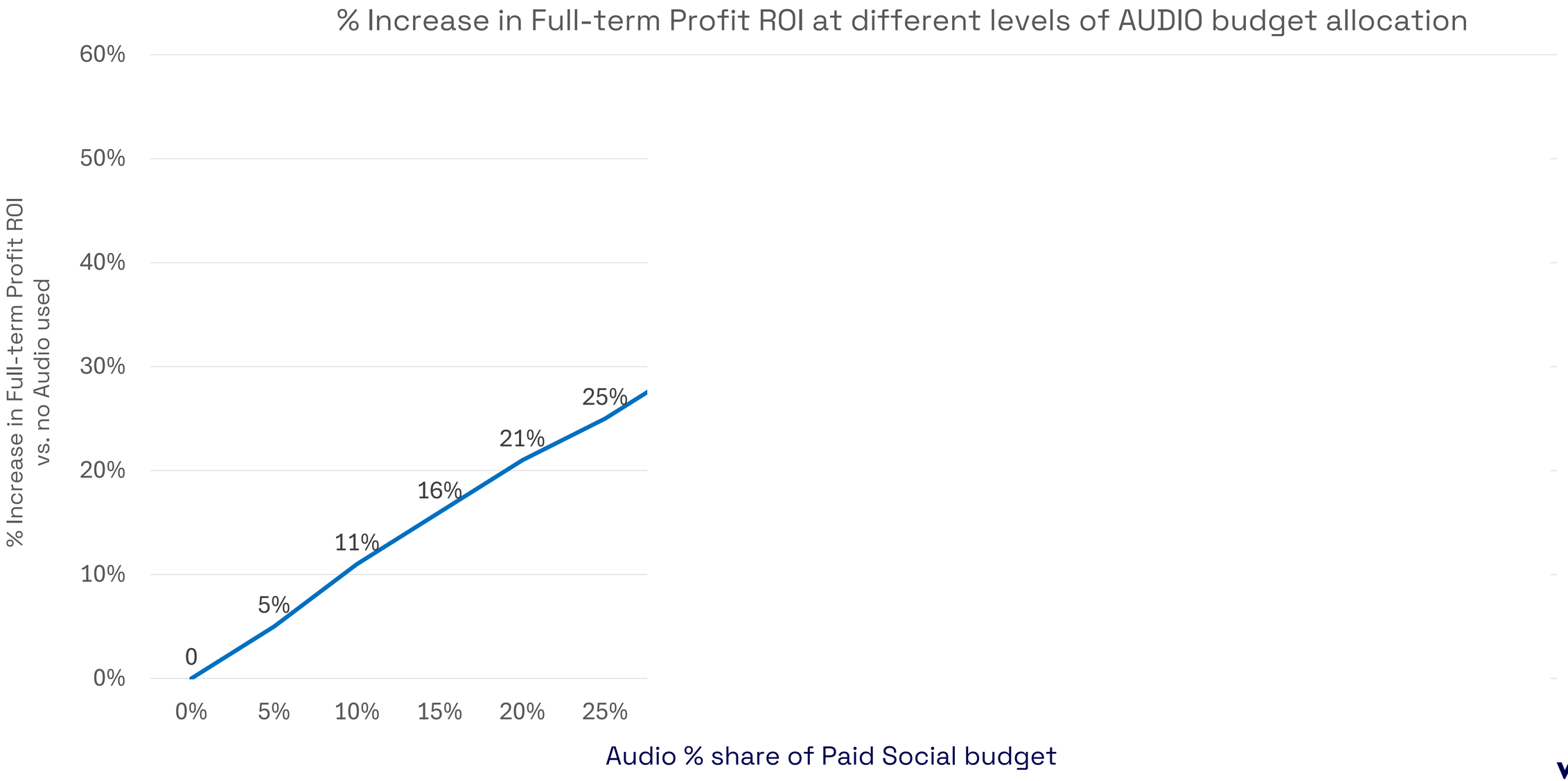
Our Paid Social/Audio ROI analysis focuses exclusively on the profit advantage that can be leveraged by reallocating budget to Audio within this 13% segment of total spend

WPP Media

Source: Profit Ability 2 –Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK; NB -NB - Paid Social excludes Influencers)

Full-term Profit ROI initially increases +5% for every 5% of Paid Social budget allocated to Audio

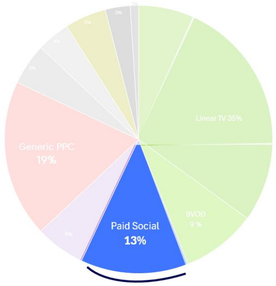


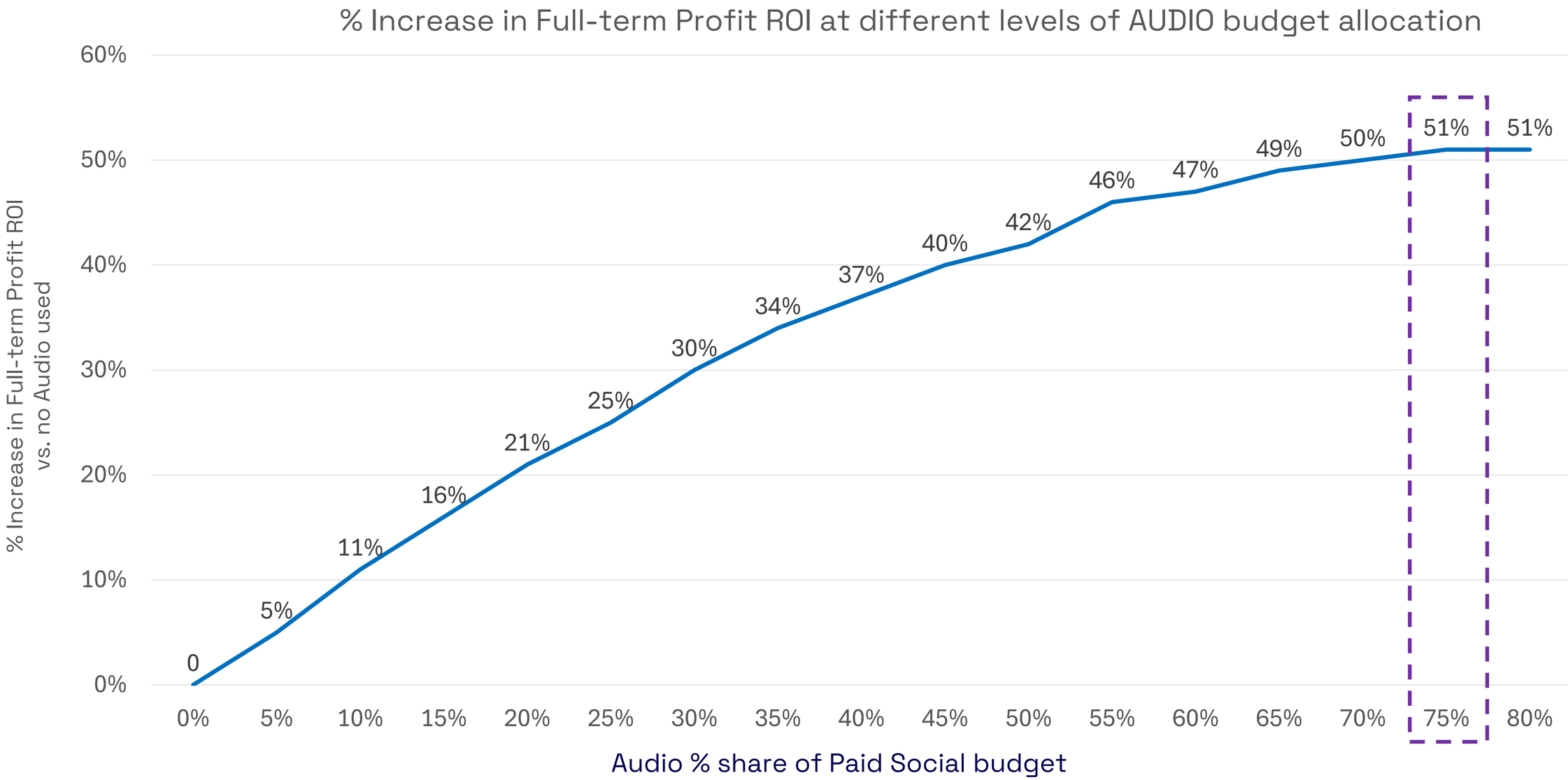


WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Full-term Profit ROI is maximised when Audio receives 75% of Paid Social budget

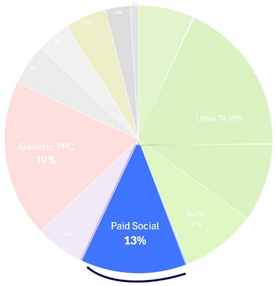




WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Increasing Audio's share of Paid Social budget amplifies SHORT-TERM PROFIT (£s)



Additional PROFIT (£s) generated at different levels of AUDIO budget allocation

Increase in Full-term Profit(£s) vs. no Audio used

£3,000,000
£2,500,000
£2,000,000
£1,500,000
£1,000,000
£500,000
£0

+£500k boost to SHORT-TERM PROFIT

Additional **SHORT-TERM** PROFIT (£s) generated by Paid Social & Audio

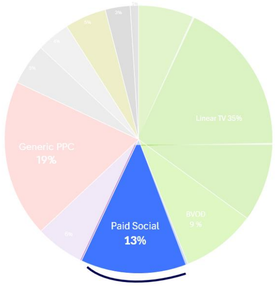
0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80%

Audio % share of Paid Social budget

WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Increasing Audio's share of Paid Social budget amplifies SHORT-TERM *and* LONG-TERM PROFIT (£s)



Additional PROFIT (£s) generated at different levels of AUDIO budget allocation

Increase in Full-term Profit(£s) vs. no Audio used

£3,000,000
£2,500,000
£2,000,000
£1,500,000
£1,000,000
£500,000
£0

+£1m boost to FULL-TERM PROFIT

Additional **LONG-TERM** PROFIT (£s) generated by Paid Social & Audio

Additional **SHORT-TERM** PROFIT (£s) generated by Paid Social & Audio

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80%

Audio % share of Paid Social budget

WPP Media

Source: Profit Ability 2, April 2024 – Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

SOUND PROFITS

Harnessing Audio's priming effect to amplify results from Search and Social

Summary

- Exposure to Audio ads increases confidence to click on Search & Social ads
- Reallocating spend to Audio makes Search & Social budgets work harder
- Small budget shifts elicit significant uplifts in profit (Short & Long):
  - **15%** from Generic PPC→Audio = **+£1m** Full-term profit
  - **20%** from Paid Social→Audio = **+£1m** Full-term profit

SOUND PROFITS

How can your brand benefit from the *Audio share-shift uplift?*

SOUND PROFITS

Harnessing Audio's priming effect to amplify results from Search & Social

THANK YOU

Donna Burns
Head of Insight
Radiocentre

radiocentre